

Message Text

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PAGE 01 ROME 06148 041757Z

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FM AMEMBASSY ROME

TO SECSTATE WASHDC 1819

UNCLAS ROME 6148

E.O. 11652: N/A

TAGS: BEXP, IT

SUBJ: ITALIAN FOOD INDUSTRY

TO: MARGE DAVIS

PROJECT MARKETING MANAGER

WEIGHT WATCHERS INTERNATIONAL, INC.

MANHASSET, NEW YORK

TELEX: 967811

REF YOUR TELX MARCH 27, 1978.

THE MOST COMPHRENSIVE STUDY ON THE ITALIAN FOOD INDUSTRY IS CONTAINED IN THE REPORT "LE PROSPETTIVE DELL'INDUSTRIA ITALIANA" ISSUED BY THE CONFEDERAZIONE DELL'INDUSTRIA ITALIANA (THE ITALIAN CONFEDERATION OF INDUSTRY) PUBLISHED BY S.I.P.I., SERVIZIO ITALIAN O PUBBLICAZIONI INTERNAZIONELI, VIALE DELLA AERONAUTICA 80, ROMA. EXTENSIVE STUDIES ON THE ITALIAN FOOD DISTRIBUTION SYSTEM ARE COMPILED BY THE MINISTERO DELL'INDUSTRIA DEL COMMERCIO E DELL'ARTIGIANATO, ROME (ITALIAN MINISTRY OF INDUSTRY AND COMMERCE) AS WELL AS BY THE CONFEDERAZIONE GENERALE ITALIANA DEL COMMERCIO E DEL TURISMO, PIAZZA G. BELLI 2, ROMA. HOWEVER, THE FOLLOWING ARE SOME TOPICS ON THE VARIOUS QUESTIONS YOU RAISED. THE ITALIAN FOOD INDUSTRY OPERATES MUCH BELOW ITS CAPACITY WHILE ITALIAN FOREIGN TRADE REGISTERS A CONSIDERABLE DEFICIT. PRODUCTION INDEX WAS 124.8 IN 1976 (1970 - 100) AND FORECASTS FOR 1978 ARE 125.1. IN 1976 THE FOOD

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INDISTRY EMPLOYED 253,230 AND NO CHANGES ARE EXPECTED FOR 1978 WHILE A SLIGHT DECLINE IN CAPITAL INVESTMENTS IS EXPECTED DURING CURRENT YEAR. ITALIANS' CONSUMPTION OF FOOD IN 1976 EQUALLED 31,734 BILLION LIRE IN CURRENT VALUE (YEAR AVERAGE EXCHANGE RATE \$1.00 - 832 LIRE) OF WHICH 2,558 BILLION LIRE FOR BEVERAGES, 3,742 FOR BREAD AND GRAIN PRODUCTS, 10,057 MEAT, 1,011 IN FISH, 3,856 DAIRY PRODUCTS, 5,791 FRUITS AND VEGETABLES,

AND ABOUT 2,600 BILLION LIRE OTHER FOOD PRODUCTS. IN 1976
RETAIL FOOD OUTLETS WERE ESTIMATED ABOUT 400,000 UNITS INCLUDING
1,029 SUPERMARKETS AND SECTION OF DEPARTMENT STORES, ALL
COVERING A TOTAL AREA OVER 14 MILLION SQUARE METERS AND WITH A
DENSITY OF ONE OUTLET PER 139 INHABITANTS. PLEASE CONTACT
US DEPARTMENT OF COMMERCE DISTRICT OFFICE INTERNATIONAL TRADE
SPECIALIST IN MANHATTAN AT: 10007, 37TH FLOOR, FEDERAL OFFICE
BLDG., 26 FEDERAL PLAZA, FOLEY SQ., TEL. (212) 264-0634,
FOR FURTHER INFORMATION. HOLMES

NOTE BY OC/T: PASSED ABOVE ADDRESSEE.

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